



CSNM

Canadian Society of
Nutrition Management

***FOOD SERVICE AND
NUTRITION*** MAGAZINE
OFFICIAL MEDIA PLANNER

www.csnm.ca

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



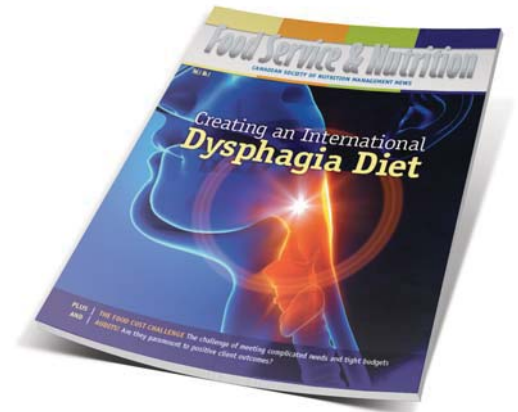
Canadian Society of Nutrition Management

GET YOUR MESSAGE OUT TO CANADA'S GROWING NUTRITION MANAGEMENT INDUSTRY!

Who We Are

The **Canadian Society of Nutrition Management (CSNM)** is Canada's only national, professional association for nutrition managers. Today's nutrition managers are challenged by the nutrition industry's emphasis on **cost control, quality assurance, accreditation, and safe food handling.**

The CSNM represents nearly **2 out of 3** nutrition managers across Canada, and our members can be found in every aspect of food service from food production facilities, long term care homes, and much more!



Food Service & Nutrition magazine

Food Service & Nutrition print and digital quarterly magazine is distributed to **100%** of CSNM members, and to those directly involved in food production, service and nutrition across Canada. **Our readers both influence and make the purchasing decisions for:**

- Food service in hospitals
- Assisted living centres
- Schools
- Retirement homes
- Long term care homes
- Government departments
- Commercial catering operations
- Private practice
- Dietitian
- Public and community health



Facts



Food Service & Nutrition quarterly magazine has a print circulation of over **5,000** copies, and a digital distribution of over **3,200 copies.**



CSNM Members source hundreds of millions dollars worth of products and services annually for their facilities and organizations.

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	3x	4x
Double Page Spread	\$ 2,629.50	\$ 2,449.50	\$ 2,239.50	\$ 1,969.50
Outside Back Cover	\$ 2,599.50	\$ 2,449.50	\$ 2,269.50	\$ 2,049.50
Inside Front or Inside Back Cover	\$ 2,439.50	\$ 2,289.50	\$ 2,109.50	\$ 1,889.50
Full Page	\$ 2,179.50	\$ 2,029.50	\$ 1,849.50	\$ 1,629.50
1/2-Page Island	\$ 1,779.50	\$ 1,649.50	\$ 1,509.50	\$ 1,329.50
1/2 Page	\$ 1,669.50	\$ 1,549.50	\$ 1,419.50	\$ 1,249.50
1/3 Page	\$ 1,439.50	\$ 1,339.50	\$ 1,219.50	\$ 1,079.50
1/4 Page	\$ 1,129.50	\$ 1,049.50	\$ 959.50	\$ 849.50
1/8 Page	\$ 849.50	\$ 789.50	\$ 719.50	\$ 639.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
 This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

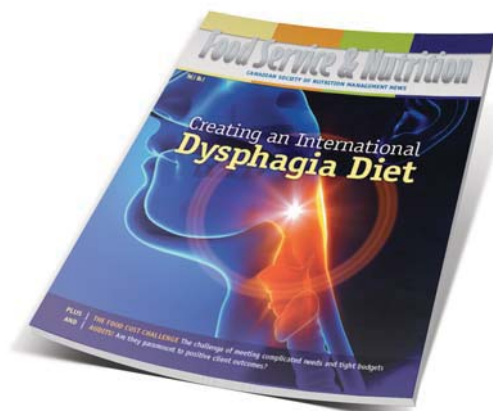
Digital Edition Branding Opportunities

Sponsorship Max | \$500.00

Skyscraper | \$500.00

Toolbar | \$200.00

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of May 2016)

Digital Edition

In addition to print, *Food Service & Nutrition* magazine is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. **Each issue is emailed to readers as well as posted on the CSNM's website. An archive of issues is available, securing your ad a lasting online presence.**

Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Sponsorship Max (543 x 705 pixels) | \$500.00

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Toolbar (250 x 50 pixels) | \$200.00

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$500.00

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

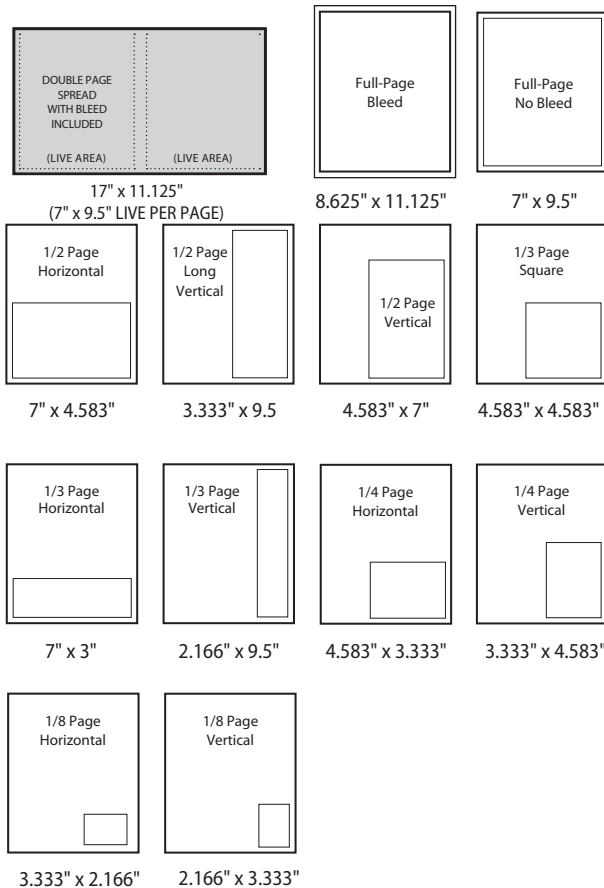
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Specs for Outsert/Inserts

Magazine

1 Pg / 1 Surface 8.375" x 10.875"

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Heavy Card Stock Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

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Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

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